



Taylor D'Silva

Age: 23

Education: Master in Managem.

Hometown: Mumbai, India

Family: India

Occupation: HR Manager

“My **music** will go on forever. Maybe it's a fool **say** that, but when me know facts me can **say** facts. My **music** will go on forever.”

Goals

- He is a music junky.
- He discovers good music and art too often.

Frustrations

- He books a concert ticket but most of the times they go “sold out” till he does

Taylor is a busy working professional. While he loves music a lot. While he wants to book a ticket when a musician is in town. The tickets gets sold out. And so he is not able to book a ticket to his favourite concert.



Jess Mariano

Age: 19

Education: UnderGrad Btech

Hometown: Mumbai, India

Family: India

Occupation: Student

“I’m just the kind of music junky. Whatever i’m doing at the moment is my favourite.”

Goals

- He is a music junky.
- He discovers good music
- He wants to interact with the musician.

Frustrations

- He books a concert ticket but most of the times they go “sold out” till he does
- He has no idea how should he proceed on interacting with his fav musician

Jess is a student who loves interacting with artists. While he loves music a lot. He wants to interact with different musicians around him.